

Welcome to DIALOG

Dialog level 05.06.01D

Last logoff: 04oct05 17:59:36

Logon file405 04oct05 18:00:14

COREDES is set ON as an alias for

15,9,610,810,275,476,624,636,621,613,813,16,160,634,148,20,77,35,583,65,2,233,99,474,475,256.

SUBCL14 is set ON as an alias for 635,570,PAPERSMJ,PAPERSEU.

SUBCL24 is set ON as an alias for 6,7,8,14,34,34,434.

SUBCL35 is set ON as an alias for 139,267,268,625,626.

SUBCL2NODRUG is set ON as an alias for 442,149,43,444,5,73,155,34,434.

* * *

SYSTEM:HOME

Cost is in DialUnits

Menu System II: D2 version 1.7.9 term=ASCII

*** DIALOG HOMEBASE(SM) Main Menu ***

Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

Connections:

6. DIALOG(R) Document Delivery
7. Data Star(R)

(c) 2003 Dialog, a Thomson business.

All rights reserved.

/H = Help

/L = Logoff

/NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database

(e.g., B1 for ERIC).

? b coreads,subcl14

Connections:

6. DIALOG(R) Document Delivery
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(c) 2003 Dialog, a Thomson business.

All rights reserved.

/H = Help

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/NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database

? ds

Set	Items	Description
S1	161	((TARGET??? OR OPTIM?? OR OPTIMI??????) (3N) (ADVERTI?????? OR PROMOTION???)) (S) (DYNAMIC???? OR REAL(W)TIME) (S) (GROUP? ? OR PUBLIC) AND (PY<2000 OR PD<19991021)
S2	91	RD (unique items)
S3	41	S2 AND ((TARGET??? OR OPTIM?? OR OPTIMI??????) (3N) (ADVERTI- ?????? OR PROMOTION???)) (10N) (DYNAMIC???? OR REAL(W)TIME)

? t/3/all

3/3/1 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

01911233 05-62225

E-tailing: The Internet meets SCM

Hill, Suzette

Apparel Industry Magazine v60n10 PP: 66-72 Oct 1999

ISSN: 0192-1878 JRNL CODE: ANM

WORD COUNT: 2404

3/3/2 (Item 2 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

01146478 97-95872

Rupert the first

Davis, L J

Worldbusiness v1n1 PP: 22-27 Jan 1995

ISSN: 1081-5724 JRNL CODE: WORD

WORD COUNT: 4235

3/3/3 (Item 3 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

01098217 97-47611

Editorial

Hoke, Henry Jr

Direct Marketing v58n5 PP: 80 Sep 1995

ISSN: 0012-3188 JRNL CODE: DIM

WORD COUNT: 988

3/3/4 (Item 4 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

00149815 81-19692

**Dynamic Optimal Pricing and (Possibly) Advertising in the Face of
Various Kinds of Potential Entrants**

Bourguignon, Francoise; Sethi, Suresh P.

Journal of Economic Dynamics & Control v3n2 PP: 119-140 May 1981

ISSN: 0165-1889 JRNL CODE: JED

✓ 3/3/5 (Item 1 from file: 9)

DIALOG(R)File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.

01942668 Supplier Number: 25427230 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Ad Agency DoubleClick Heads Off Downtime With Redundant Systems

(DoubleClick safeguards against downtime with 20 duplicate data centers
around the world)

InternetWeek, p 21

September 13, 1999

DOCUMENT TYPE: Journal ISSN: 0746-8121 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 511

✓ 3/3/6 (Item 2 from file: 9)

DIALOG(R)File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.

01561646 Supplier Number: 24261499 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Online Video Sales Heating Up As More Major Retailers Log On

(Borders Group and BigStar Entertainment launch websites and join the
online video tape sales business)

Video Store, v 20, n 20, p 10

May 17, 1998

DOCUMENT TYPE: Journal ISSN: 0195-1750 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 301

✓ 3/3/7 (Item 3 from file: 9)

DIALOG(R)File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.

01561052 Supplier Number: 24269531

DoubleClick Inc

(DoubleClick Inc will manage online advertisements for International Data
Group's 210 Web sites)

Interactive Week, v 5, n 20, p 10

May 25, 1998

DOCUMENT TYPE: Journal ISSN: 1078-7259 (United States)

LANGUAGE: English RECORD TYPE: Abstract

✓ 3/3/8 (Item 4 from file: 9)

DIALOG(R)File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.

01442812 Supplier Number: 24118925 (USE FORMAT 7 OR 9 FOR FULLTEXT)

DoubleClick Wants To Hit Big Button

(Internet advertisement service DoubleClick, which is opening operations in
Europe and Asia, is planning to raise between \$27.6 mil and \$32.2 mil in
an IPO)

InternetWeek, p 62

December 22, 1997

DOCUMENT TYPE: Journal ISSN: 0746-8121 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 710

33

3/3/9 (Item 5 from file: 9)
DIALOG(R) File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.

01293768 Supplier Number: 23939772

FlyCast Forms Partnerships to Maximize Web Ad Opportunity
(FlyCast Communications Corp has launched a quick and efficient system for
buying and selling Internet advertising)

Newsbytes News Network, p N/A

June 24, 1997

DOCUMENT TYPE: Journal (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 409

3/3/10 (Item 1 from file: 610)
DIALOG(R) File 610:Business Wire
(c) 2005 Business Wire. All rts. reserv.

00061025 19990616167B0216 (USE FORMAT 7 FOR FULLTEXT)

**Corniche Group Signs Agreement With DoubleClick to Launch Internet
Advertising Campaign**

Business Wire

Wednesday, June 16, 1999 09:13 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 408

3/3/11 (Item 1 from file: 810)
DIALOG(R) File 810:Business Wire
(c) 1999 Business Wire . All rts. reserv.

0227624 BW762

**EASY CARD: Easy Card and Arthur D. Little are creating the "coinless"
laundromat of the future**

May 22, 1991

Byline: Business Editors

3/3/12 (Item 1 from file: 275)
DIALOG(R) File 275:Gale Group Computer DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

02353705 SUPPLIER NUMBER: 57816758 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Commerce gets mobile; The mobile market is changing and weOd be wise to
keep up with it, says Niki Panourgias, editor of New Media Investor**
nikip@centaur.co.uk. (Company Business and Marketing)

New Media Age, NA

Nov 25, 1999

ISSN: 1364-7776

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 449

LINE COUNT: 00038

3/3/13 (Item 2 from file: 275)

DIALOG(R) File 275:Gale Group Computer DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

01947177 SUPPLIER NUMBER: 18383739 (USE FORMAT 7 OR 9 FOR FULL TEXT)
**Nexpo '96 preview: something for everyone in Las Vegas. (includes related
article on participating companies) (Industry Trend or Event)**
Seybold Report on Publishing Systems, v25, n17, p3(22)
May 31, 1996
ISSN: 0736-7260 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 19061 LINE COUNT: 01527

3/3/14 (Item 3 from file: 275)

DIALOG(R) File 275:Gale Group Computer DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

01946827 SUPPLIER NUMBER: 18359022 (USE FORMAT 7 OR 9 FOR FULL TEXT)
**Halsey Minor, C/NET. (chief executive officer) (Company Business and
Marketing) (Interview)**
Mooradian, Mark; Keane, Patrick
Interactive Content, v2, n24, p14(3)
April, 1996
DOCUMENT TYPE: Interview LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 2347 LINE COUNT: 00171

3/3/15 (Item 1 from file: 636)

DIALOG(R) File 636:Gale Group Newsletter DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

03898569 Supplier Number: 50064651 (USE FORMAT 7 FOR FULLTEXT)
**-NETGRAVITY: NetGravity and Pathfinder are first to adopt Unicast's
interstitial ads in pop-up windows**
M2 Presswire, pN/A
June 10, 1998
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1028

3/3/16 (Item 2 from file: 636)

DIALOG(R) File 636:Gale Group Newsletter DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

03885685 Supplier Number: 48493734 (USE FORMAT 7 FOR FULLTEXT)
**-NETGRAVITY: Electronic Telegraph celebrates first anniversary of using
NetGravity AdServer**
M2 Presswire, pN/A
May 22, 1998
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 604

3/3/17 (Item 3 from file: 636)

DIALOG(R) File 636:Gale Group Newsletter DB(TM)

(c) 2005 The Gale Group. All rts. reserv.

03785300 Supplier Number: 48202258 (USE FORMAT 7 FOR FULLTEXT)

ADVERTISING: Is Advertising Supposed to Be Web's Cash Cow?

dot.COM, v4, n10, pN/A

Jan 1, 1998

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 373

3/3/18 (Item 4 from file: 636)

DIALOG(R) File 636: Gale Group Newsletter DB(TM)

(c) 2005 The Gale Group. All rts. reserv.

03727508 Supplier Number: 48057097 (USE FORMAT 7 FOR FULLTEXT)

POINT4: UK company enables targeted marketing and advertising programmes on the web

M2 Presswire, pN/A

Oct 17, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 743

3/3/19 (Item 1 from file: 621)

DIALOG(R) File 621: Gale Group New Prod. Annou. (R)

(c) 2005 The Gale Group. All rts. reserv.

02249215 Supplier Number: 57990771 (USE FORMAT 7 FOR FULLTEXT)

InterWorld Delivers Advanced Enterprise Commerce Retail Solution, Based On Its Customers' Best Practices.

Business Wire, p0359

Dec 6, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1007

3/3/20 (Item 2 from file: 621)

DIALOG(R) File 621: Gale Group New Prod. Annou. (R)

(c) 2005 The Gale Group. All rts. reserv.

02157752 Supplier Number: 55579926 (USE FORMAT 7 FOR FULLTEXT)

Online Commerce Sites Adopt IQ.COM Sales Promotion Solution; iMALL, mySimon and Bottomdollar.com Join IQ.COM Merchant Aggregator Program.

PR Newswire, p7349

August 27, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 919

3/3/21 (Item 3 from file: 621)

DIALOG(R) File 621: Gale Group New Prod. Annou. (R)

(c) 2005 The Gale Group. All rts. reserv.

01798615 Supplier Number: 53671985 (USE FORMAT 7 FOR FULLTEXT)

IntelliQuest Announces Formation of IQ2.net.

Business Wire, p1046

Feb 1, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 552

3/3/22 (Item 4 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)

(c) 2005 The Gale Group. All rts. reserv.

01714179 Supplier Number: 53023175 (USE FORMAT 7 FOR FULLTEXT)

DoubleClick DART Takes Hold Worldwide.

PR Newswire, p6908

Sept 24, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 669

3/3/23 (Item 5 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)

(c) 2005 The Gale Group. All rts. reserv.

01676889 Supplier Number: 50167764 (USE FORMAT 7 FOR FULLTEXT)

DoubleClick Introduces DoubleClick Local(TM) Reaching a Broad Audience of Local Residents

PR Newswire, p0714NYTU026

July 14, 1998

Language: English Record Type: Fulltext

Article Type: Article

Document Type: Newswire; Trade

Word Count: 579

3/3/24 (Item 6 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)

(c) 2005 The Gale Group. All rts. reserv.

01535452 Supplier Number: 47391908 (USE FORMAT 7 FOR FULLTEXT)

Lycos announces third quarter financial results; 17% increase in revenues and 37% improvement in bottom line.

Business Wire, p05191385

May 19, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1495

(Item 7 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)

(c) 2005 The Gale Group. All rts. reserv.

01517728 Supplier Number: 47291942 (USE FORMAT 7 FOR FULLTEXT)

Lycos to provide industry's most advanced ad targeting capabilities.

Business Wire, p04140092

April 14, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade
Word Count: 784

3/3/26 (Item 1 from file: 813)

DIALOG(R)File 813:PR Newswire

(c) 1999 PR Newswire Association Inc. All rts. reserv.

1184173

LAW045

**NetGravity to Build and Manage World's First Online Public Service
Announcement Network**

DATE: November 12, 1997

08:03 EST

WORD COUNT: 795

3/3/27 (Item 2 from file: 813)

DIALOG(R)File 813:PR Newswire

(c) 1999 PR Newswire Association Inc. All rts. reserv.

1103199

LATU018

**Aptex SelectCast Delivers Internet's Best Ad Clickthrough Rates for
Infoseek Ultramatch Service**

DATE: May 27, 1997

07:00 EDT

WORD COUNT: 718

3/3/28 (Item 3 from file: 813)

DIALOG(R)File 813:PR Newswire

(c) 1999 PR Newswire Association Inc. All rts. reserv.

1096487

LAM043

**BroadVision, Inc. Ships One-To-One Commerce(TM), First Turnkey Application
Solution for Secure, Personalized Net Commerce**

DATE: May 12, 1997

08:05 EDT

WORD COUNT: 1,086

3/3/29 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

04629071 Supplier Number: 46809660

Yahoo ! propose son annuaire t l phonique enfran ais

Tribune Desfosses, p19

Oct 17, 1996

Language: French; NONENGLISH Record Type: Abstract

Document Type: Magazine/Journal; Trade

3/3/30 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2005 The Gale Group. All rts. reserv.

05843712 SUPPLIER NUMBER: 12109127 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Test of the optimality of R&D allocation. (research and development)

Seldon, Barry J.

Quarterly Journal of Business and Economics, v31, n1, p109(23)

Wntr, 1992

ISSN: 0747-5535
WORD COUNT: 7779

LANGUAGE: ENGLISH
LINE COUNT: 00607

RECORD TYPE: FULLTEXT; ABSTRACT

3/3/31 (Item 1 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 Dialog. All rts. reserv.

03092773

Top-Rated Website, AHN.COM Selects NetGravity

PR NEWSWIRE

October 13, 1998

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 515

3/3/32 (Item 2 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 Dialog. All rts. reserv.

03038555

**LikeMinds Merges with Andromedia: Redefines Personalization as e-Marketing
for e-Commerce; Total "Smart e-Marketing" Software Goal of New Combined
Company**

BUSINESS WIRE

October 07, 1998

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1106

3/3/33 (Item 3 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 Dialog. All rts. reserv.

03038546

**Andromedia Merges With Likeminds: Combined Company to Provide Total "Smart
e-Marketing" Solutions for e-Commerce**

BUSINESS WIRE

October 07, 1998

JOURNAL CODE: WBEW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 970

3/3/34 (Item 4 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 Dialog. All rts. reserv.

03007558

CDW Computer Centers, Inc. Launches First Corporate Branding Campaign

PR NEWSWIRE

October 05, 1998

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 877

3/3/35 (Item 5 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 Dialog. All rts. reserv.

02828660

DoubleClick Launches In Germany

PR NEWSWIRE

September 16, 1998

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 810

3/3/36 (Item 1 from file: 35)

DIALOG(R) File 35:Dissertation Abs Online

(c) 2005 ProQuest Info&Learning. All rts. reserv.

01575543 ORDER NO: AADNN-16646

DYNAMIC OPTIMAL PRODUCER ADVERTISING AND RESEARCH INVESTMENT

DECISIONS: THE CASE OF MILK IN CANADA

Author: FANG, CHENG

Degree: PH.D.

Year: 1997

Corporate Source/Institution: UNIVERSITY OF GUELPH (CANADA) (0081)

Source: VOLUME 58/05-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 1831. 204 PAGES

ISBN: 0-612-16646-5

3/3/37 (Item 1 from file: 583)

DIALOG(R) File 583:Gale Group Globalbase(TM)

(c) 2002 The Gale Group. All rts. reserv.

06380764

Yahoo ! propose son annuaire tZlZphonique en franXais

FRANCE: YAHOO! LAUNCHES DIRECTORY ON INTERNET

La Tribune DesfossZs (XOT) 17 Oct 1996 p.19

Language: FRENCH

3/3/38 (Item 1 from file: 2)

DIALOG(R) File 2:INSPEC

(c) 2005 Institution of Electrical Engineers. All rts. reserv.

05667954 INSPEC Abstract Number: C9406-1290D-037

Title: Dynamic optimal control models in advertising : recent developments

Author(s): Feichtinger, G.; Hartl, R.F.; Sethi, S.P.

Author Affiliation: Inst. for Econometrics, Tech. Univ., Vienna, Austria

Journal: Management Science vol.40, no.2 p.195-226

Publication Date: Feb. 1994 Country of Publication: USA

CODEN: MSCIAM ISSN: 0025-1909

U.S. Copyright Clearance Center Code: 0025-1909/94/4002/0195\$01.25

Language: English

Subfile: C

3/3/39 (Item 1 from file: 635)

DIALOG(R) File 635:Business Dateline(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

0214714 91-36487

Easy Card and Arthur D. Little Are Creating the "Coinless" Laundromat of

the Future

Creamer, Dick; Terhune, Peter
Business Wire (San Francisco, CA, US) s1 p1
PUBL DATE: 910522
WORD COUNT: 845
DATELINE: Salem, MA, US

3/3/40 (Item 1 from file: 570)
DIALOG(R) File 570:Gale Group MARS(R)
(c) 2005 The Gale Group. All rts. reserv.

01114541 Supplier Number: 41380184
Advertisers target U.S. officials with images, ideas and products
Advertising Age, v61, n24, pM15-M16
June 11, 1990
ISSN: ~~0001-8899~~
Language: English Record Type: Abstract
Article Type: Industry overview
Document Type: Magazine/Journal; Trade

3/3/41 (Item 1 from file: 471)
DIALOG(R) File 471:New York Times Fulltext
(c) 2005 The New York Times. All rts. reserv.

03807640 NYT Sequence Number: 931144980717 (USE FORMAT 7 FOR FULLTEXT)
THE MEDIA BUSINESS: ADVERTISING -- ADDENDA; Double Click Starts A Local Ad Service
Laurence Zuckerman
New York Times, Late Edition - Final ED, COL 04, P 4
Friday July 17 1998
DOCUMENT TYPE: Newspaper LANGUAGE: English RECORD TYPE: Fulltext
SECTION HEADING: SECTD
Word Count: 109